using a computer coupled to the computer data storage arrangement to dynamically generate at least one package based at least in part on said package template and at least one stored available component description; and

offering said package for sale to a consumer over said data communications network.

33. (New)   The method of claim 32 wherein said package template describes a travel package, and said components comprise travel components.

34. (New)   The method of claim 32 wherein said components describe attributes and/or qualities.

35. (New)   The method of claim 32 wherein said components describe an affinity space coordinate.

36. (New)   The method of claim 32 wherein said package template includes at least one mandatory component schema and at least one optional component schema.

37. (New)   The method of claim 32 wherein said package template further includes a affinity space subset description.

38. (New)   The method of clam 32 wherein said method dynamically generates said package further based on at least one elicited consumer constraint.

39. (New)   The method of claim 32 further comprising requiring a human to approve said package before offering it for sale.

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40. (New) The method of claim 32 further including confirming availability of said package at the time of consumer selection thereof before completing a sales transaction.

41. (New) The method of claim 32 wherein at least said offering step comprises offering said package for sale via a web-based interface.

42. (New) The method of claim 32 wherein said providing step comprises the step of a human creating said package template describing a package of components a consumer might wish to purchase.

43. (New) The method of claim 42 wherein said package template includes a mandatory airline ticket and hotel and at least one optional element.

44. (New) The method of claim 32 further including eliciting at least one consumer constraint through the consumer navigating screens of a web site, and using said constraint to select a package to offer the consumer.

45. (New) The method of claim 32 further including selecting a subset of created package templates meeting consumer constraints.

46. (New) The method of claim 32 wherein said package template comprises a package description including at least one of text, images and animations.

47. (New) The method of claim 32 wherein said package template includes a vector of package element schemata.

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48. (New) The method of claim 32 wherein said package template includes at least one field stating whether a component is mandatory or optional.

49. (New) The method of claim 32 further including automatically returning possible combinations of components stored in the data storage arrangement for human selection.

50. (New) The method of claim 32 further including adding incentive characteristics to a package.

51. (New) The method of claim 50 wherein said adding step includes adding at least one of a default margin, a coupon and a rebate.

52. (New) The method of claim 32 further including obtaining at least one available component by using a screen scraping process.

53. (New) The method of claim 32 further including obtaining at least one component by accessing a computer reservation service.

54. (New) The method of claim 32 further including obtaining at least one component by accessing a supplier database.

55. (New) The method of claim 32 further including obtaining at least one component by accessing an EDI interface.

56. (New) The method of claim 32 further including obtaining at least one component via an email interface.

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57. (New) The method of claim 32 further including obtaining at least one component via an HTML supplier interface.

58. (New) A method of using a computer to develop and offer packages for sale comprising:

describing attributes and/or qualities of plural items;

creating package schema including mandatory element schema and optional element schema;

for each mandatory element schema in a selected package schema, determining which item(s) fit to develop a candidate package;

presenting at least one candidate package for human approval and selection; and

conditioned on selection of said candidate package, confirming availability of items within said package before completing a sales transaction for said package.

59. (New) The method of claim 58 wherein said package schema comprises at least one affinity coordinate.

60. (New) The method of claim 58 wherein at least some of said items comprise travel items.

61. (New) The method of claim 58 wherein at least some of said items comprise airline reservations.

62. (New) The method of claim 58 wherein at least some of said items comprise hotel reservations.

63. (New) The method of claim 58 further including presenting said package for sale over the Internet using a web-based interface and a browser.

64. (New) The method of claim 58 wherein said items comprise consumer electronics items.

65. (New) The method of claim 58 wherein at least some of said items comprise gifts.

66. (New) The method of claim 58 wherein at least some of said items comprise products and other of said items comprise services.

67. (New) The method of claim 58 wherein at least some of said items comprise legal services.

68. (New) The method of claim 58 wherein at least some of said items comprise real estate brokerage services.

69. (New) The method of claim 58 wherein at least some of said items comprise mortgage brokerage services.

70. (New) The method of claim 58 wherein at least some of said items comprise appliances.

71. (New) The method of claim 58 wherein at least some of said items comprise home renovation services.

72. (New) A package schema data structure comprising:

at least one field stating whether an element is mandatory or optional;

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a list of required attributes; and

at least one coordinate defining matching criteria,

wherein said package schema data structure is used to dynamically develop at least

one package of plural elements to be offered for sale over the Internet via a web interface.

73. (New)   A dynamic package sales system comprising:

a backend interface that gathers package components from plural suppliers and

stores said components within a computer database;

an operator interface that allows operators to develop package models defining

mandatory and optional package components;

a matching engine that matches components within said database with package

models to develop complete packages; and

a web-based package offering interface coupled to said engine and to said

database, said offering interface offering said packages for sale over the Internet and

allowing consumers to select and purchase said packages,

wherein said offering interface confirms availability of package components

within said database before completing a purchasing transaction for packages.

74. (New)   A dynamic package sales method comprising:

gathering descriptions of package components from plural suppliers;

storing said component descriptions within a computer database;

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operating an interface that allows operators to develop package models including

mandatory components and optional components;

matching components within said database with package models to develop

complete packages; and

offering said packages for sale over the Internet and allowing consumers to select

and purchase said packages,

wherein said offering step includes confirming availability of package components

within said database before completing a purchasing transaction for packages.

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